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September 15, 2005

VIA EXPRESS MAIL

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**Re: Serial No. 09/752,751
Method and System for Providing Direct and Indirect Sales Channels from a Single
Point of Purchase
Response to Office Action No. 2
Our Ref. No. 38021.010000**

Dear Sir:

Enclosed is the response to Office Action No. 2 dated June 16, 2005 in the above-referenced application.

Please confirm receipt of the enclosed documents by date-stamping and returning the enclosed postage paid return postcard. Please direct all communications regarding the foregoing to the undersigned.

Respectfully submitted,

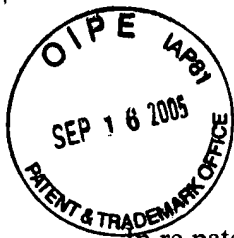
GREENBERG TRAUIG, P.A.

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Reg. No. 41,360

Enclosures

EXPRESS MAIL LABEL NO. ED 836495676 US

MIA-FS1\1737368v01



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of
Rudnick

Serial No. 09/752,751

Filed: December 30, 2000

Invention: Method and System for Providing Direct and Indirect Sales Channels from a Single Point of Purchase

Examiner: Tamara L. Graysay
Group Art Unit 3623

RESPONSE TO OFFICE ACTION NO. 2

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

In response to Office Action No. 2 dated June 16, 2005, the Applicant hereby submits the enclosed Response. The Applicant requests that the claim amendments reflected in the listing of claims beginning on page 2 of this Response and the amendments to the drawings attached to the end of this Response be entered in the above-referenced application.

Remarks start on page 5 of this Response.

EXPRESS MAIL MAILING LABEL NO. ED 836495676 US